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ABSTRACT

A public television station in New York, WNET, conducted a survey of its potential audience. The purposes of the study were to determine: (1) the demographic characteristics of the station's members, non-member viewers, and non-viewers; (2) the image that the station conveys to the public; (3) the perceived importance of premiums as an inducement to become a member; and (4) the readership of "Image", the monthly station magazine. Data were collected through two telephone surveys conducted in January of 1974. This report summarizes the results of the survey using graphs, tabular data, and explanatory text. (EMH)

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AN ANALYSIS OF THE AUDIENCE OF WNET, CHANNEL 13 IN NEW YORK

by

Peter Spain

Corporation for Public Broadcasting
Office of Communication Research

June, 1974

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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SUMMARY

The following are the main distinctive characteristics of WNET Members, Viewers and Non-viewers which emerged from the two coordinated studies.

Members. Compared with both Viewers and Non-viewers--i.e., all Non-members, the WNET Members have fewer children at home and thus have smaller households, are better educated, and more often than not are professional persons. They are older than the Non-members.

Three out of four Members could name a WNET program watched in their household in the previous week. Members use television less than Non-members do. On the average, thirty-nine per cent of their daily television viewing time is spent watching WNET. In Members' households it is primarily the adults who watch WNET.

Proportionate to actual area populations, Westchester is better represented among Members than other areas, particularly better than either Long Island or the Newark area.

The Members like WNET primarily for the station's music and drama programs. In fact, programming of this type is why most of them are Members. When they joined WNET, Members were more likely to have responded to an on-air appeal than to a direct mail appeal. Gift offers influenced only a few to join, but gift offers did frequently figure as an influence to giving more money to WNET.

The members are overwhelmingly pleased with WNET's performance as a public television station. They report only mild dissatisfaction with the public affairs programming and they like WNET to deal with controversial issues. That is what public television is for, they say.

Children's programs are rarely watched in Members' households, largely because only a small percentage of these households contain young children. Thus, there appear to be two distinct viewing audiences: daytime households with children and prime time households containing older adults and few children.

Most of the Members read Image, but Image was not an important reason for their joining WNET.

Viewers. Viewers' sets are tuned to WNET thirty-three per cent of their total television time, compared to the thirty-nine per cent of the time in Members' households. But Viewers use their television sets more than do Members. The result is that their sets are tuned to WNET much more than those of Members in terms of total viewing time.

In Viewers' homes, WNET is watched mostly by children and these programs are the main reason WNET is watched in the household. The evidence of children's heavy viewing is reflected in the amount of time the television is on and tuned to WNET. The fact that Viewers' households are the heaviest users of WNET and are not Members suggests a very notable opportunity to increase WNET memberships by attracting these daytime households (the Viewers' households) to join WNET with appropriate appeals. At this point, many families whose households are heavy viewers of WNET have not been converted to membership.

Viewers do feel that WNET is for people like themselves. They also feel that WNET appeals more to intellectuals than to "everyday people." They are satisfied with WNET in its public television role, but they ask for more educational programs. Perhaps this reflects their approval of the present children's programming which their children evidently watch so faithfully. Viewers feel that WNET does its best job in children's programming.

The Viewers' households tend to be larger than those in the other groups; they have more pre-school and grade-school children than Members or Non-viewers. Viewers are less likely to have teenagers at home than small children. Teenagers are most likely to be present in Non-viewing households, least likely in Member households.

The heads of Viewers' households are young--mostly under forty. Almost all have completed high school; thirty per cent of them have college degrees. They work in skilled jobs, or in sales or clerical positions. Viewers are not concentrated in any area within WNET's range.

Non-viewers. The Non-viewers are a bit older than the Viewers. Their children who still live at home are older

than Viewers' children. The Non-viewers have more teenagers at home than the other two groups. They are a bit less-educated than the Viewers and quite a bit less-educated than the Members are. The Non-viewers hold jobs similar to the jobs Viewers have. They, too, are not concentrated in any part of the New York metropolitan area.

Since Non-viewers are by definition neither closely familiar with WNET nor regular viewers of WNET's programs, specific questions about WNET do not apply to them. Since Non-viewers may have seen WNET occasionally and have ideas about it from other sources, we are able to find out from them what attitudes and perceptions about WNET exist in a group at the fringes of WNET's audience. They provide us with an idea of WNET's (and public television's) image in the mind of those who have little firsthand knowledge of the station.

Non-viewers do use their television sets a great deal, just as Viewers do. They do not identify with WNET--it is more intellectual than they are, they say. They see several groups as outside WNET's appeal: everyday people, teenagers, and the elderly. WNET could broaden its appeal with more entertainment, they feel, but Non-viewers tend to believe that WNET is what a public television station should be. Evidently they do not expect much in the way of entertainment from public television. From what they know, however, they feel that WNET is doing its best job with cultural and children's programs.

In a straightforward way, Non-viewers say they do not watch WNET much because they do not like the programs. In contrast to this, Members say they watch WNET and became Members of WNET because they do like the programs.

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INTRODUCTION

Like many public television stations, WNET, channel 13, in New York has a list of members who contribute to the support of the station and who are assumed to view that station's programs. There are also viewers who regularly watch WNET but do not contribute, and there are persons who neither watch regularly nor contribute.

For this report the following definitions of each group were used:

Members: A family or person which has contributed at least $15 to WNET but not over $100.

Viewers: Persons who could identify a program watched within the household during the previous week and who were not WNET members.

Non-viewers: Persons who could not identify a WNET program watched within the household during the previous week and who were not WNET members.

The purposes of these studies were to determine (a) the demographic characteristics of WNET Members as contrasted to non-member Viewers and Non-viewers; (b) the image that WNET conveys to its Members, Viewers and Non-viewers; (c) the perceived importance of premiums offered to Members as an inducement when they joined WNET; and (d) the readership of Image, the monthly WNET magazine and program guide sent to Members. It is hoped that the data will provide insights as to ways of converting Non-viewers to Viewers, and converting Viewers to Members.

Data was collected through two telephone surveys conducted in January, 1974, one consisting of interviews

with a sample of 201 Viewers and 245 Non-viewers, the second of interviews with 487 Members.*

The questionnaires were designed by the research staffs of WNET and the Corporation for Public Broadcasting. Many questions in the two studies were comparable. Interviewing was carried out by a staff recruited, trained and supervised by the WNET field director of the CPB/Ford Foundation project.

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*The sample of Members was a systematic sample of the list of WNET Members who contributed from $15 to $99. Names of members who made larger contributions are maintained on a separate list. However, they constitute only two per cent of the station's membership. The sample for the other study was selected from a pool of respondents interviewed in a study in October, 1972. (See: CPB/OCR Report 211, "A General Analysis of the Audience of Public Broadcasting in the New York Area.") The sample for that study was a random dialing sample of 100 telephone exchanges in the 17-county area coinciding with the A. C. Nielsen-designated New York Metro market. For the present study a stratified sample was designed to yield approximately 250 households identified as Viewers at that time and an equal number of households that were Non-viewers. A check question on current membership and viewing was included to up-date the classification.

FINDINGS

The breakdown of the demographic data for all three groups is shown in Figure 1 and in Table 1. (All tables are in Appendix One.) From these, we can obtain comparative profiles of a typical Member, Viewer, and Non-viewer.

Age

While the differences are not statistically significant* Members tend to be older than Viewers. Half the Members are fifty or older, compared with only one-fifth of the Viewers. The Non-viewers fall in between, but are more closely similar to the age distribution of Members.

Who Lives in These Households?

Both Members and Non-viewers have significantly fewer people in their households than Viewers do. Far more than half the Members live alone or with only one other person; the same is true for almost two out of five Non-viewers, but only fifteen per cent of the Viewers live in such small households. Among the Viewers, more than half of them live with four or more other people; only three in ten of the Members have such large households. Again, the Non-viewers fall in between but tend to conform more to the Members' pattern for the number of persons in their households.

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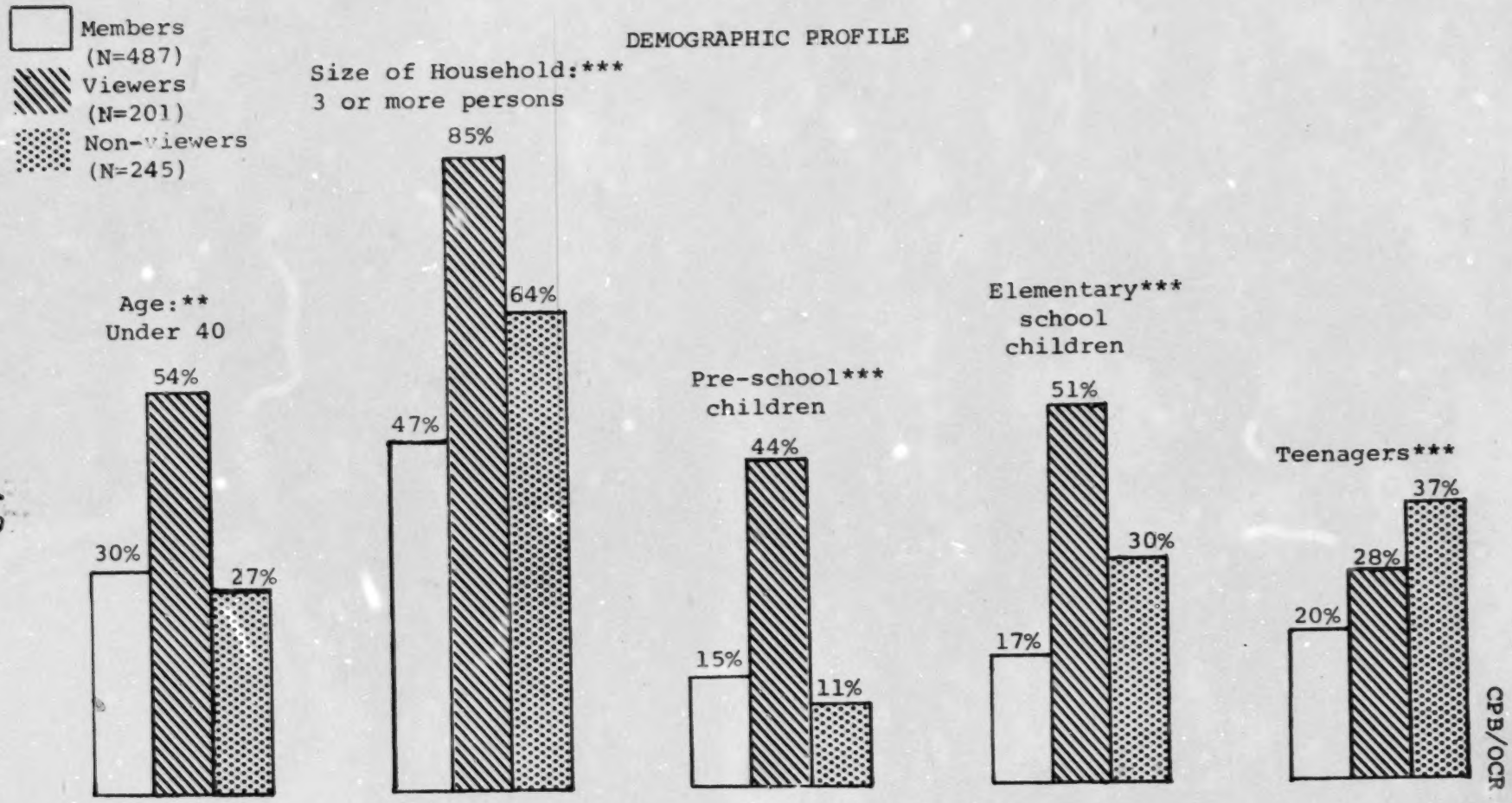
*Statistics give us probabilities. The statistic used here, chi-square, allows us to gauge how probable it is that differences occur between groups by chance, since chance is always a factor when we are dealing with samples. Levels of significance are given in numbers between zero and 1. For example, .10 as a level of significance indicates that a real difference is quite probable and that a chance difference is quite improbable, because it says that this result could come by chance only ten times in one hundred occurrences. Generally, social researchers use levels of significance of .05 or less, and they call these "significant differences." In tables, significance levels are given by noting the probability (p) of a chance occurrence. "p is less than .01" means that the observed difference may have occurred by chance but with a probability of less than one time in one hundred occurrences; it indicates a very probable real difference.

Figure 1

DEMOGRAPHIC PROFILE

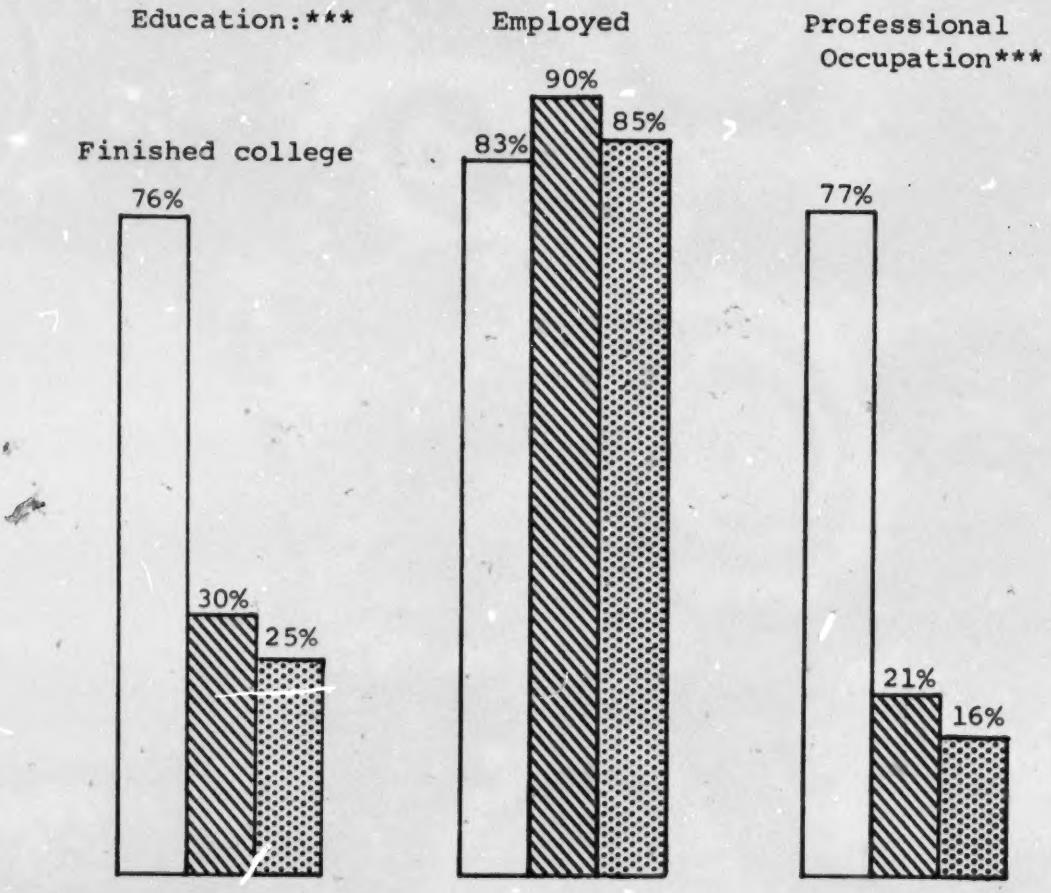


Significance levels by x^2 test:

* $p < .01$
** $p < .01$
*** $p < .001$

(More)

Figure 1
(continued)



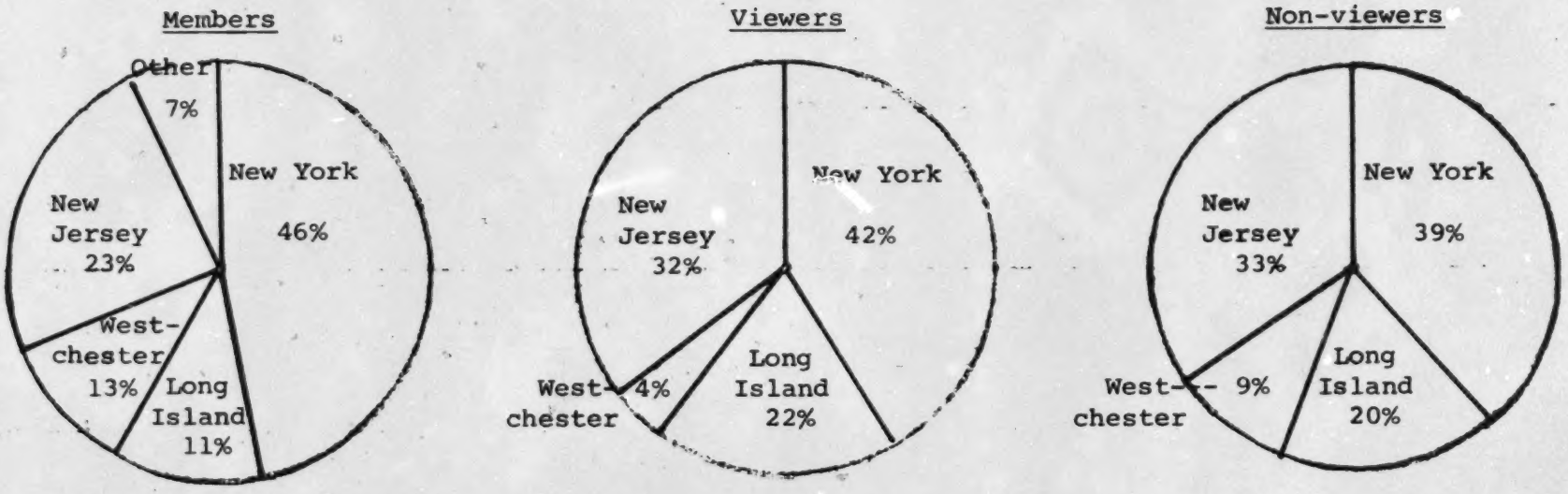
Significance levels by x^2 test:

* $p < .01$
** $p < .01$
*** $p < .001$

(More)

Figure 1
(continued)

Area of Residence***



Significance levels by x^2 test:

* $p < .01$
** $p < .01$
*** $p < .001$

In general, it may be said that the Members have few children of any age at home now. Many Viewers have small children but no teenagers. And, among the Non-viewers, there is a large proportion of households with teenagers but only a small proportion with younger children.

The Viewers' households have many more children, both pre-schoolers and grade-schoolers, at home. The Viewers differ significantly from the Members and the Non-viewers in this respect. Slightly more Members than Non-viewers have pre-schoolers at home, but in regard to grade-schoolers, the Non-viewers have more than the Members do. The striking point, however, is the clear dominance of Viewers' households in the number and age of children present: overwhelmingly, they have more young children at home than either of the other two groups.

When asked about teenagers, however, the groups divide differently and significantly. More Non-viewers have teenagers at home than Viewers do, and even fewer Members have teenagers at home. The percentages of households with teenagers: thirty-seven for Non-viewers, twenty-eight for Viewers, and twenty for Members. These differences are significant.

Education Levels

The proportion of Members who had finished college was significantly greater than that among Viewers and Non-viewers. Indeed, three-quarters of the Members had finished the equivalent of a bachelor's degree and more than half of these had done graduate work. By contrast, only about a third of the Viewers and a fourth of the Non-viewers had finished college degrees.

Employment and Employment Levels

Almost all the Members and Non-members are employed. The slight differences in employment level are not statistically significant. It might be noted that retired persons comprise one-eighth of the sample of WNET members.

There are significantly more professional families among Members than the other two groups. Indeed, over half--fifty-seven per cent--of the Member families are

headed by a professional in contrast to only a fifth of the Viewers, a sixth of the Non-viewer families.

Geographic Area of Residence

The geographic distributions of the three groups are significantly different. Both New York City and the Westchester area have more Members in proportion to population than do the Long Island and Newark areas. Although in terms of actual population Westchester is the smallest area, WNET shows its greatest membership strength there. Indeed, the present figures suggest that compared to other areas, there are few families in Westchester who watch WNET and do not contribute.

Television Usage

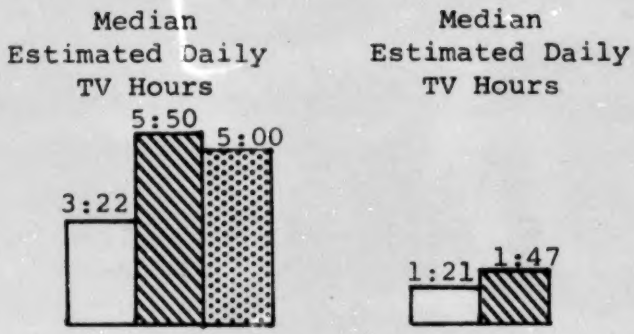
Exactly how much do these three groups watch television each day, and how much of their television viewing time do the Members' and Viewers' households spend with WNET? We can compare these figures directly in Figure 2.

Regular Viewers of WNET are more similar to Non-viewers than they are to Members in the amount of time spent viewing television daily (see Figure 2 and also Table 2 for this information.) Viewers watch television a great deal: the median estimated daily household viewing time for this group is five hours and forty minutes. Members are light users, the median household viewing time being three hours and twenty-two minutes. The median viewing time for Non-viewers was five hours. Over a fourth of the Members report less than three hours of viewing a day, compared to only five per cent of the Viewers, eleven per cent of the Non-viewers. At the other extreme, four out of ten Viewers report viewing seven or more hours a day, contrasted to about three out of ten Non-viewers, about one out of ten Members.

Viewers report more time spent viewing WNET daily than do Members, the median times being one hour and forty-seven minutes for Viewers, one hour and twenty-one minutes for Members. But in terms of their total viewing time, Members spend forty per cent of this time with WNET compared to thirty-one per cent for Viewers.

Figure 2

TELEVISION VIEWING TIME AND WNET VIEWING



WNET Time as Percent of
Total TV Time

Preference of Program Types

Viewers and Members showed marked differences in the WNET programs watched in their homes in the past week. Viewers named children's shows overwhelmingly, more than all other kinds of programs combined. Members, on the other hand, prefer the cultural programs. Six in ten named "cultural shows" or "a combination of public affairs and cultural shows" as WNET programs watched in their homes in the past week. (Table 3) Memberships do not seem to come from families that predominantly view WNET's children shows.

By a more than seven-to-one margin, Members say that mostly adults watch WNET in their homes. The Viewers differ significantly: more than half of them say that mostly children watch WNET in their homes. Only one Member in ten responds this way. (Table 4)

In general, Members watch WNET because of the quality of the programs. Seven out of ten of the Members reply that they watch WNET because of the programming. They like the quality of the programs, particularly the cultural programs. They mention specific programs, or they state specifically that WNET is an alternative to commercial programming. For Members, other reasons for watching are only incidental. (Table 5) It would seem that on-air membership appeals may be more effective if they stress programming--not public television as an institution.

Table 5 shows that Viewers identify children's programs as the major reason WNET is watched in their homes. Educational programs and the quality of programs are also important factors. Plainly, Viewers' households tend to watch WNET primarily during the day when the children's shows are on.

Perceived Audience of WNET

Members identify most strongly with WNET. (Table 6) Seventy-nine per cent say that people who watch WNET are "people like me." Viewers identify almost as much: among Viewers seventy-two per cent reply this way while among Non-viewers fewer than half say "people like me" watch WNET. Though among all three groups there is more positive identification than negative, the degrees of identification

differ widely and the differences among all the groups are significant.

Most Non-viewers feel that WNET does not appeal to everyone. (Table 7) Members feel the same way, but for a very different reason. The Non-viewers say that WNET Viewers tend to be intellectuals and the better educated and that that is how "they differ from me."

Members, on the other hand, see some of WNET's programming as appealing specifically to the more culturally interested and they identify themselves as culturally interested. They also recognize that not everyone is. They seem to be saying that their own tastes are uncommon, for they clearly reply that "intellectuals" are the groups to whom WNET has special appeal.

Viewers are divided evenly on whether WNET appeals to everyone or just to special groups. But, both Viewers and Non-viewers agree that WNET appeals mainly to intellectuals. (Tables 7 and 8) Interestingly, Members tend not to cite WNET's appeal to children; both Viewers and Non-viewers do.

Three out of four Members agree that WNET does not appeal to people interested in entertainment, to everyday people, or to the less educated. Since WNET obviously appeals to Members, this says quite a bit about their own self-image. Viewers and Non-viewers also mention these groups as outside WNET's appeal, but not as strongly as Members do. However, Viewers and Non-viewers also cite teenagers and, to a lesser extent the elderly, as being groups outside WNET's appeal.

According to one out of four of the Non-viewers, more people would watch WNET if it had more entertainment. When asked why WNET is not watched more in their homes, half of the Non-viewers answer that they just do not like the programs. This is precisely the opposite from the Members' response as to why they watch WNET. One other point: poor reception is not a problem as a reason for not viewing WNET. (Table 9)

Roles of Public Television

All three groups agree that public television should be different from commercial television, but Members agree significantly more than Non-members do. Members agree on this by more than eight to one, Viewers by five to two, and Non-viewers by three to two. (Table 10) How should this difference be reflected? Better programming, controversial broadcasts, and the absence of commercials, say Members. Both Viewers and Non-viewers concur on better programming and no commercials, but they replace controversial broadcasts with more educational programming. (Table 11) This suggests that WNET needs to engage in an awareness-building campaign. Viewers and Non-viewers need to know what WNET is about, how it differs from commercial television and why, what can be expected from a public station, and the necessity for public support.

By ten to one, the Non-members agree that WNET does fulfill their view of what a public television station should be. Among Members, the margin of agreement is thirteen to one.

A minority of the three groups state that there are needs in New York City that are not met by WNET. (Table 12) The unmet needs include more local coverage, more programming for special interest groups, and more public service information. Mentioned least often are needs in the area of children's programming.

Perceived Program Strengths and Weaknesses

The Members perceive WNET's strength as its cultural programs--music and drama. Members name cultural shows as WNET's best programs more than twice as often as they name any other type of programming--four times as often as they mention children's programming. This is consistent with their response about why they watch WNET and what types of programs they watch. Among Viewers, the children's shows stand out as what WNET does best: Viewers are even more favorable to children's programming than Members are to cultural programming. Non-viewers praise WNET for its cultural shows, as the Members do; but they praise the children's shows much more than the Members do. (Table 13)

Few of these people would criticize WNET by identifying its worst programs. Only one in five of the Members had any reply here, but, of this fifth, about half criticized WNET's public affairs programming. One-quarter mentioned the cultural programs, but this represents only twenty-seven respondents out of 486. One-third of the Viewers and a fourth of the Non-viewers answered, mentioning public affairs and cultural programming most frequently.

Method of Membership Appeals

On-air appeals. Most everyone is sympathetic or at least tolerant toward WNET's on-air membership appeals: eight of ten Members and six of ten Viewers. These ads annoy about one-tenth of the Members. Far fewer of the Viewers express annoyance, probably because they do not see them as often as Members do since most of their household's viewing is of children's programs. These less frequently are aware of membership appeals. In fact, almost one-sixth of the Viewers say they have never seen the on-air solicitations. (Table 14)

Direct mail appeals. Direct mail ads for WNET are not received by almost half the Non-members. When they do come, however, three-fifths of those who receive them are tolerant or sympathetic. Very few are annoyed, and the rest are indifferent. The attitudes among Viewers are divided in about the same proportions as they are toward on-air appeals--most are tolerant or sympathetic. Among Members, though, this is not true. Members are less tolerant or sympathetic toward direct mail than to on-air appeals: fewer than three in five Members are tolerant of or sympathetic to direct mail, compared with four in five for on-air appeals. (Table 15) On-air appeals appear to reach more people and to be received with less indifference than appeals by direct mail.

Source of Information About Television

Non-members were asked if they used a program guide or listing to select their programs. Overwhelmingly, they say they do, with no significant difference between Viewers and Non-viewers. More than half say they use TV Guide, and three in ten use the newspaper listings. If WNET seeks to advertise in a program guide, TV Guide seems to be the one used most. Accurate and descriptive listings of WNET programs both in TV Guide and in the newspapers may also

attract a larger audience and therefore more Members to WNET. Non-members are looking to those listings to select their television programs. (Table 16)

Special Questions for WNET Members

Finally, a series of questions was posed to the Members of WNET to find out their attitudes toward the gift premiums offered with memberships, and about Image, the monthly magazine and program guide sent out to all WNET Members.

Most Members joined WNET because they watch WNET--they cited either a program they liked (almost half give this reason), or they cited an on-air appeal, or they cited a Pledge Night appeal. About two-thirds of the Members mentioned one of these on-air activities as being the cause of their joining WNET. Direct mail accounts for less than five per cent of the membership. (Table 17)

Premiums. About one out of five Members received a gift when joining WNET, but very few say they were influenced to join by the gift offer. The same is true for renewals: the gift does not seem to be influential for more than eight or nine per cent, and the majority say that the gift offer influenced them not at all. It might be asked if people are reluctant to acknowledge that they did respond to a sales incentive.

But, for the twenty-one per cent who received a gift upon becoming a member, more than half of them say that the gift encouraged them to donate more than they would have donated, so that they could obtain a particular gift. (Twenty-one per cent received a gift, and thirteen per cent--sixty-three per cent of those who received a gift--said that they donated more to obtain their gifts.)

Image. WNET's monthly magazine, Image, was not a major inducement for joining WNET. Fewer than one Member in seven says it was an inducement for becoming a member. (Table 18) Once Image is in the home, however, it is read. (Tables 19 and 20) Two-thirds of the Members say they read it. So, despite the fact that Members say Image was not an incentive to join WNET, Image is read when it is received. About seventy per cent of the Members who read Image say they read or consult it less than five times a month. Nevertheless, Image remains in the home for

the full month or more in seventy per cent of the homes; only fifteen per cent of the Members throw it away in less than a week. (Table 21)

Members say they read Image not only for the program listings, but for the articles as well. Very few, however, report an interest in learning more about WNET as such. (Table 22)

When asked for changes that should be made in Image, only one in four of the Members says there should be changes. What changes? Image should be more descriptive of the programs it lists; more accurate, with more information on new programs and more depth; smaller; and weekly (to be more topical and accurate?). (Table 23)

Image readers are similar to the larger groups of all WNET Members. They show no significant differences in respect to: number of persons in the household; number of pre-schoolers, grade-schoolers, and teenagers in the home; level of education for the head of the household, his job status, job level, or age. Advertisers should show interest in Image's select readership.

WNET RESEARCH SO FAR -- ITS IMPLICATIONS

When two studies are done within a fifteen-month period, it should prove useful to compare their findings where possible.

The 1972 study yielded information about the WNET audience in general while the 1974 study looked at that audience more closely in terms of Members, Viewers, and Non-viewers. These data sets build on each other.

Heavy Viewers Are Not Necessarily Members

1972: "The WNET audience was predominantly an audience of families, particularly families with young children. It was a relatively young audience, half the heads of WNET viewing households being under 40 years old."

1974: "The Viewers' households also spend the greatest number of hours--one hour fifty-five minutes--watching WNET although it represents only thirty-three percent of their total TV viewing time. Members' households average an hour and twenty-five minutes a day watching WNET, which represents thirty-nine per cent of their total viewing time."

Conclusion: The most salient finding of these combined studies is that WNET has relatively few memberships among the households that watch WNET the most. Young families, whose children consume WNET's children's shows, do not tend to become Members of WNET. Furthermore, it is not accurate to say that the WNET audience is mainly an audience of families, particularly families with young children. It is accurate to say that WNET is watched most in the households of young families, but in those households the audience seems to be the children, not the family as a group. For the most part, these households are not attracted to WNET by its adult programming and these adults do not tend to become Members just because their children enjoy WNET.

Children Are WNET's Most Avid Viewers

1972: "WNET shows its greatest strength among young children...the importance of young children in the family as a predictor of WNET viewing is again demonstrated. Almost three-fourths of those families with pre-school-age children were viewers while the figures were almost exactly reversed for those families without children in this age group."

1974: "Viewers named children's shows overwhelmingly, more than all other kinds of programming combined... more than half of them say that children watch WNET in their homes. Less than one Member in ten responds this way."

Conclusion: Most of the WNET audience watches because of the children's programs, but this group is not a major source of WNET Members. Indeed, Members are characterized by having few or no children at home--at statistically significant levels. This means that daytime households (that is, Viewers' households with children home) provide a great opportunity for an increase in membership.

There appear to be two ways to convert the Viewing (but Non-member) households to membership. Appeals might be developed around children's programming that will involve the parents and inspire them to become Members, to support the programs their children watch. The February Pledge Drive was an encouraging first attempt at this. Secondly, to increase audience (and therefore the potential membership), WNET might try to attract both children and adults to the same programming. The present situation has two groups, quite polarized. The smaller groups of adults who watch primarily drama and music provide the majority of the Members; the larger group of Viewers' households in which the children watch WNET's children's shows is under-represented among the Members. If programming appealed both to children and adults at the same time ("family type programming"), then on-air appeals might be seen by a much larger adult audience. It seems so far that there are large proportions of adults who do not watch WNET and therefore who have not become WNET Members even though their children watch WNET regularly. Members seem to have joined because they themselves enjoy watching WNET's programming.

In Proportion, Westchester Gives More Members

1972: "In this set of figures we see some striking differences between respondents in the four geographic areas. Children's programs were relatively much more important among Long Island and New Jersey-area respondents while dramatic/music programs were much more frequently named by respondents in the North Suburbs area (Westchester)."

1974: "Both New York City and the Westchester area have more members in proportion to their population than do the Long Island and the New Jersey areas."

Conclusion: Membership is particularly strong in Westchester, where drama and music are the most-watched of WNET's shows. In Long Island and New Jersey, children's shows are watched most. Since few of these households--where children dominate WNET viewing--provide WNET Members, the question is how to get more adults to join from those areas where WNET's cultural shows are less popular. Now that the low-Member areas can be specified (Long Island and New Jersey), more custom-tailored appeals might be made to these audiences. Different adult programs, other than cultural and public affairs shows, would also probably appeal to a wider adult audience.

WNET Attracts Most Children, But Only a Particular Kind of Adult

1972: "The socio-economic biases traditional with public television audiences were present...For both male and female, there was a strong, direct relationship for the likelihood of WNET viewing to increase with more education, rising from just over 20% for those who did not go to high school to half of those who have done graduate work...while persons from the higher socio-economic-educational strata were more likely to watch WNET than those in the lower strata, the WNET audience is a broad ranged one which cuts across all the strata."

1974: "...three-quarters of the Members had finished the equivalent of a bachelor's degree...by

contrast, only about a third of the Viewers... had finished college degrees." "...over half... of the Member families are headed by a professional in contrast to only a fifth of the Viewers..."

Conclusion: Viewers tend to come from a broad range of social levels, while Members cluster at the high levels. Professionals are the occupational group that dominates WNET's membership list, and this correlates of course with college and graduate school experience. It can be asked, therefore, why WNET's children's programming tends to cut across more socio-economic-educational levels than its adult programming does. Children from all socio-economic-educational levels watch WNET, but the adults who watch are generally from the higher levels and it is from them that Members come. Members are under-represented among the middle and lower socio-economic-educational levels.

Similarities Between Members and Non-viewers

The Members and the Non-viewers have some things in common. In their households, small children are generally not present. The households are smaller than the households of Viewers. But WNET is rarely watched in the households of Non-viewers. It is in the Non-viewers' households that WNET's lack of appeal to different groups of adults and age groups stands out. This re-affirms the finding that WNET's appeal to adults is generally limited to a well-educated, professional, older group of adults from small households.

Public television in general and WNET in particular have opportunities to reach broader audiences through programming that appeals to a wider range of adults and through programming aimed at the entire household. Such programming may be the best source of more Members, since WNET's excellence in programming accounts for most of its Members so far.

APPENDIX ONE

Tables

Table 1

DEMOGRAPHIC SUMMARY

Age of Head of Household	Members (N=487)	Viewers (N=201)	Non-viewers (N=245)
Under 30	9.0%	19.9%	11.4%
30-39	19.9	34.8	15.9
40-49	19.9	24.9	24.9
50-59	23.2	12.4	27.8
60-69	17.0	5.5	13.9
70 and over	7.4	2.5	6.1
No Response	3.5	--	--
Number of Persons in Household			
1	17.4%	2.5%	10.2%
2	35.7	12.9	26.1
3	16.0	20.9	15.1
4	19.1	27.9	24.1
5	7.6	19.4	10.2
6	2.5	10.0	6.5
7	.6	2.5	3.7
8	.6	4.0	4.1
No Response	.4	--	--
Household contains			
Pre-school children	14.9%	43.3%	10.6%
Elementary school children	17.4%	50.2%	29.4%
Teenagers	20.1%	26.9%	35.9%
Education of Head of Household			
Grade school	1.0%	1.5%	4.1%
Some high school	1.8	10.0	7.0
Finished high school	8.4	38.8	40.0
Some college	12.5	14.9	12.2
B.A. or equivalent	32.9	18.9	16.7
Graduate work	42.3	9.4	4.5
No Response	1.0	5.5	14.7

Table 1
(continued)

Occupational Status of Head of Household	Members (N=487)	Viewers (N=201)	Non-viewers (N=245)
Employed	82.5%	90.5%	84.9%
Retired	12.3	6.5	7.8
Students	1.0	3.0	7.3
Unemployed	3.5	--	--
No Response	.6	--	--
Occupation of Head of Household			
Professional	52.4%	18.4%	13.5%
Manager/Proprietors	17.7	13.9	11.0
Sales/clerical	16.8	24.9	31.4
Skilled	1.8	25.9	22.9
Unskilled	.6	4.0	3.7
Other	2.1	1.5	.8
No Response	8.6	11.4	16.7
Place of Residence			
New York City	46.0%	41.8%	39.2%
Long Island	10.9	22.9	19.6
Westchester area	13.1	3.5	8.6
New Jersey area	22.8	31.8	32.7
Other	7.2	--	--

NOTE: In the tables which follow, all significance levels are based on Chi Square values for the data. For a fuller explanation of significance tests, see the footnote on page 3.

Table 2

HOURS PER DAY TELEVISION SET IS ON

Hours per day	Members (N=483)	Viewers (N=201)	Non-viewers (N=245)
1	10.1%	0.0%	3.3%
2	17.8	4.5	7.3
3	21.5	9.0	13.9
4	17.2	15.4	18.0
5	10.1	17.4	15.1
6	9.5	12.4	12.2
7	3.7	2.5	5.3
8	6.4	38.8	24.9
Don't know	3.5	----	----

Table 3

KINDS OF WNET PROGRAMS WATCHED IN THE PAST WEEK

Kinds of programs	Members (N=373)	Viewers (N=199)
Children's	9.6%	54.8%
Public affairs	14.0	6.0
Cultural	29.0	18.1
Children/Public Affairs	1.9	4.0
Children/Cultural	7.4	6.5
Public Affairs/Cultural	32.9	5.5
All three	5.2	2.0
Other	----	3.0

Table 4

WHO WATCHES WNET?

	Members (N=373)	Viewers (N=199)
Mostly adults	75.1%	32.7%
Mostly children	10.2%	50.3%
Both equally	14.2	17.1
Don't know	0.6	----

p is less than .01

Table 5

WHY IS WNET WATCHED?

	Members (N=372)	Viewers (N=199)
Children's programs	5%	46%
Educational programs	8	23
Cultural programs	12	6
Combination of above 3	0	1
Quality programs	37	22
Alternative to commercial programming	16	12
Specific programs	16	9
Other	5	5

Table 6

WHAT KINDS OF PEOPLE WATCH WNET?

	Members (N=485)	Viewers (N=201)	Non-Viewers (N=245)
People like me	78.6%	71.6%	47.8%
People unlike me	4.7	11.9	22.9
Don't know	16.7	16.4	29.4

p is less than .01 and this is true between Members and Viewers as well.

Table 7

DOES WNET APPEAL ONLY TO SPECIALIZED GROUPS?

	Members (N=486)	Viewers (N=201)	Non-viewers (N=245)
Yes	65.2%	48.3%	53.5%
No	24.7	46.8	31.8
Don't know	10.1	5.0	14.7

p is less than .01

Table 8

TO WHICH SPECIAL GROUPS DOES WNET APPEAL?

	Members (N=315)	Viewers (N=96)	Non-viewers (N=108)
Children	2.9%	18.8%	18.9%
Intellectuals	62.2	42.7	38.0
Cultural groups	6.0	4.2	9.3
Special interests	7.0	7.3	7.4
Intellectuals/Cultural groups	5.7	2.1	3.7
Other/Combination	16.2	25.1	27.8

Table 9

WHY DO MORE PEOPLE NOT WATCH WNET?

	Members (N=396)	Viewers (N=188)	Non-viewers (N=175)
Poor reception	1.3%	1.6%	2.9%
Not enough publicity	13.9	13.8	17.1
Narrow appeal	11.1	21.8	13.7
Commercial TV habit	16.7	17.6	20.6
Not enough entertainment	19.7	18.6	26.9
Personal preference	10.4	6.9	2.3
Too intellectual	14.1	11.2	8.0
Other	12.6	8.5	8.6

Table 10

SHOULD A PUBLIC TELEVISION STATION DIFFER FROM A COMMERCIAL STATION?

	Members (N=484)	Viewers (N=201)	Non-viewers (N=245)
Yes	84.3%	66.2%	52.7%
No	10.5	24.9	37.1
Don't know	5.2	9.0	10.2

p is less than .001.

Table 11

WAYS IN WHICH PUBLIC TELEVISION SHOULD DIFFER FROM COMMERCIAL TELEVISION

	Members (N=413)	Viewers (N=118)	Non-viewers (N=134)
No commercials	21.1%	29.9%	28.0%
Better programs	22.5	14.2	11.9
More education	6.3	14.2	22.0
Controversial programs	20.6	7.5	6.8
Special interests	6.3	7.5	6.8
More responsive to public	13.8	12.7	5.1
No commercials/more education	1.7	3.7	3.4
Other	7.7	10.4	16.1
Does WNET differ in this way?	**(N=411)**	**(N=135)**	**(N=123)**
Yes	88.1%	83.7%	78.9%
No	6.8	8.1	7.3
Don't know	5.1	8.1	13.8

Table 12

ARE THERE SPECIFIC NEEDS OR PROBLEMS IN THE NEW YORK CITY AREA THAT ARE NOT BEING COVERED BY CHANNEL 13 THAT YOU FEEL SHOULD BE?

	Members (N=487)	Viewers (N=201)	Non-viewers (N=245)
No	53.7%	49.3%	46.1%
Yes	31.0	23.9	18.4
Don't know	15.3	26.9	35.4
(IF YES:)			
What are they:	(N=153)	(N=49)	(N=36)
Local area problems	29.4%	12.2%	8.3%
Children's problems	2.6	2.0	--
Public service/information	10.5	22.4	11.1
Consumer/environment	9.8	6.1	8.3
Special interests	30.1	34.7	33.3
Crime	3.3	10.2	16.7
Other	14.4	12.2	22.2

Table 13

WNET'S BEST PROGRAMS

	Members (N=445)	Viewers (N=200)	Non-viewers (N=245)
Children's shows	7.6%	39.0%	19.2%
Public Affairs	12.6	9.5	15.9
Cultural needs	28.8	12.0	26.9
Children/Public Affairs	4.3	7.5	3.3
Children/Cultural	7.8	7.5	3.3
Public Affairs/Cultural	13.0	6.0	2.4
All three	20.0	12.5	9.4
Other	2.3	2.5	3.7
Don't know	3.7	3.5	15.9

Table 14

FEELINGS TOWARD WNET'S ON-AIR MEMBERSHIP APPEALS

	Members (N=487)	Viewers (N=200)
Never seen	-- %	15.5%
Annoyed	9.7	2.9
Tolerant	20.5	17.8
Sympathetic	57.7	40.8
Indifferent	9.7	15.3
Don't know	2.5	7.6

Table 15

FEELINGS TOWARD WNET'S DIRECT MAIL MEMBERSHIP APPEALS

	Members (N=484)	Viewers (N=200)	Non-viewers (N=244)
Annoyed	7.6%	2.5%	4.1%
Tolerant	15.5	14.5	11.9
Sympathetic	42.1	20.0	18.9
Indifferent	24.8	11.5	10.7
Never received	--	46.5	46.3
Don't know	9.9	5.0	8.2

Table 16

USE PROGRAM GUIDE TO CHOOSE CHANNEL OR PROGRAM?

	Viewers (N=201)	Non-viewers (N=245)
No	14.9%	10.7%
Yes:		
TV Guide	50.2	52.2
Sunday paper	12.4	12.2
Daily paper	14.9	14.3
Other paper	.5	1.6
Other magazine	7.0	7.8
Don't know	--	1.2

Table 17

REASONS WHY MEMBERS JOINED WNET

	Members (N=487)
Pledge Night	12.3%
Spot request	5.3
Direct mail	4.3
Like program	47.6
Combination	6.0
Other	14.8
Don't know	9.7

Table 18

DID IMAGE INFLUENCE YOUR MEMBERSHIP?

	Members (N=487)
A lot	2.1%
Somewhat	11.1
Not very much	13.6
Not at all	70.6
Don't know	2.7

Table 19

DO YOU READ IMAGE?

	Members (N=474)
Yes	66.0%
No	34.0

Table 20

HOW OFTEN DO YOU READ OR CONSULT IMAGE?

	Members (N=317)
1-2 times per month	42.9%
3-4 times	23.3
5-7 times	9.1
8-10 times	5.4
10-12 times	3.2
More than 12 times per month	6.3
Don't know	9.8

Table 21

HOW LONG DO YOU KEEP IMAGE IN YOUR HOME?

	Members (N=320)
Less than a week	9.1%
One week	5.3
One to four weeks	7.2
One month	45.9
Over a month	28.1
Don't know	4.1

Table 22

WHY DO YOU READ IMAGE?

	Members (N=313)
The articles	17.9%
WNET	2.6
New programs	10.2
Program guide	22.0
Combination	35.8
Other	4.2
Don't know	7.3

Table 23

WHAT CHANGES SHOULD BE MADE IN IMAGE?

	Members (N=92)
More accuracy	15.2%
Smaller/weekly	13.0
More descriptive	20.7
More on new programs	13.0
No value	13.0
More depth	13.0
Too much advertising	4.3
Comes too late	6.5
Don't know	1.1

APPENDIX TWO

WNET 401 & 402
Interview Schedules

Hello. You or someone in your household was interviewed last year in a survey about television viewing. We're conducting another study of television viewing and we would like to ask you some additional questions. All the information will be kept confidential and there will be no sales or commercial use made of it.

1. Can you estimate the number of hours your TV set is viewed on a typical or average day? Please think carefully and include all the time it is on--regardless of who is watching.

   (RECORD NUMBER OF HOURS UP TO 8 HOURS)

   No TV

2. When you turn on the television, how do you choose the channel or program to watch?

   Habit; know what's on
   TV listings
   Flip dial
   Other

3. Do you regularly use a program guide or listing?

   No (Skip to question 5)
   Yes (Ask question 4)

4. Which one do you use most often?

   TV Guide
   Sunday paper
   Daily paper
   Other paper
   Other magazine
   Image

   Don't know; no answer

5. Do you or anyone in your household ever watch WNET, channel 13?

   No (Skip to question 11)
   Yes (Ask question 6)

6. Has anyone in your household watched channel 13 in the past week?

   No (Skip to question 12)
   Yes (Ask question 7)

7. Which program(s) were watched by members of your household?

8. Is channel 13 watched by both adults and children equally, mostly by children, or mostly by adults in your household?

   Mostly by adults
   Mostly by children
   Both equally

9. Can you estimate the number of hours channel 13 is viewed in your household on a typical or average day?

   Not at all
   Less than one hour
   More than one hour; less than two
   More than two hours; less than three
   More than three hours; less than four
   More than four hours; less than five
   Five or more hours

   Don't know

10. Why is channel 13 viewed in your household?

11. Is there some reason why channel 13 is not watched in your household?

12. Would you say that channel 13 is watched mostly by people <u>like</u> you and your friends or mostly by people who are <u>different</u> from you and your friends?

    People like me (Skip to question 14)
    People different from me (Ask question 13)

13. How is the audience of channel 13 different from you and your friends?

14. Do you think channel 13 appeals to everyone or does it appeal only to specialized groups?

    Everyone (Skip to question 17)
    Specialized groups (Ask question 15)

15. Which specialized groups do you think are being appealed to by channel 13? (Ask question 16)

16. Which group or groups are <u>not</u> being appealed to by channel 13? (Ask question 17)

17. Why do you think more people do not watch channel 13?

18. Channel 13 is a non-commercial public television station. Should a public television station be different from commercial TV stations?

    No (Skip to question 21)
    Yes (Ask question 19)

19. In what way(s) should a public station be different?

20. Is WNET <u>(FILL IN RESPONSE TO PREVIOUS QUESTION)</u> ?

    No (Ask question 21)
    Yes

21. Are there any specific needs or problems in the New York City area that are not being covered by channel 13 that you feel should be?

    No (Skip to question 23)
    Yes (Ask question 22)

22. What are they? (Ask question 23)

23. In your opinion which types of programs are done best by WNET? Children's programs, public affairs programs, music and drama programs?

Children's
Public affairs
Music/drama
Children's and public affairs
Children's and music/drama
Public affairs and music/drama
All three types
Other types
None of the above

Don't know

24. In your opinion, which types of programs are done most poorly by WNET? Music and drama programs, public affairs programs, children's programs?

Children's
Public affairs
Music/drama
Children's and public affairs
Children's and music/drama
Public affairs and music/drama
All three types
Other types
None of the above

Don't know

25. We are in no way soliciting contributions to channel 13 but we would like to know if you or your family are a member of the station.

No
Yes

26. How do you feel about WNET's membership appeals on the air? Would you say you feel: Indifferent, sympathetic, tolerant, annoyed?

Annoyed
Tolerant
Sympathetic
Indifferent

Have never seen
Don't know; no answer

27. How do you feel about WNET's direct mail membership appeals? Would you say you feel: Indifferent, sympathetic, tolerant, annoyed?

Annoyed
Tolerant
Sympathetic
Indifferent
Never received
Don't know; no answer

That completes our questionnaire. Thank you very much for your help in our survey.

Sex of respondent

Male
Female

Hello. I'm _____ calling for WNET, channel 13. We're trying to make some decisions about how to conduct our membership activities. Could we take a few minutes of your time to ask you some questions? This information will be kept strictly confidential and no sales or commercial use will be made of it. Will you help us?

1. Do you remember what triggered your initial membership in WNET? For example, was it a pledge night appeal, a spot request on the air, a direct mail appeal, or a WNET program that you liked?

   Pledge night appeal
   Spot request on the air
   Direct mail appeal
   WNET program you liked
   Something else
   Combination of above

   Don't know

2. When you joined WNET did you receive a free gift other than Image magazine?

   No (Skip to question 4)
   Yes (Ask question 3)

3. How much did the offer of a membership gift influence your decision to join WNET? Would you say it influenced you not at all, not very much, somewhat, a lot?

   A lot
   Somewhat
   Not very much
   Not at all

4. If you have been a member for more than a year, how much did a gift offer encourage you to renew? Would you say it influenced you not at all, not very much, somewhat, a lot?

   A lot
   Somewhat
   Not very much
   Not at all
   Not offered a gift
   Have been a member for less than one year

5. Has a gift offer ever encouraged you to give more money in order to receive that gift?

   No
   Yes

6. How do you feel about WNET's membership appeals on the air? Would you say you feel indifferent, sympathetic, tolerant, annoyed?

Annoyed	Sympathetic
Tolerant	Indifferent

7. How do you feel about WNET's direct mail membership appeals? Would you say you feel indifferent, sympathetic, tolerant, annoyed?

Annoyed	Sympathetic
Tolerant	Indifferent

8. As a WNET member you receive Image magazine each month. How much did the offer of Image magazine influence your decision to join WNET? Would you say it influenced you not at all, not very much, somewhat, a lot?

A lot	Not very much
Somewhat	Not at all

9. Do you read Image magazine each month?

   No (Skip to question 11)
   Yes (Ask question 10)

10. On the average, how many times each month do you read or consult Image magazine?

1-2 times	Don't know
3-4 times	Not a reader of Image
5-7 times	
8-10 times	
10-12 times	
More than 12 times	

11. On the average, how long do you keep each issue of Image magazine in your home?

Throw away immediately
Less than one week
One week
More than one week but less than one month
One month
Longer than one month

Don't know; no answer

12. We are interested in finding out how Image magazine is used. Why do you read Image? Do you read it primarily as a program guide; or to find out about new programs; or to find out what's going on at WNET; or because of the articles?

Articles
WNET
New programs
Program guide
Other
Combination
Don't know
Not a reader of Image

13. Are there any changes you would like to have made in Image magazine?

14. What are the changes?

15. Can you estimate the number of hours your television set is viewed on a typical or average day? Please think carefully and include all the time it is on--regardless of who is watching.

16. Do you or anyone in your household ever watch WNET, channel 13?

No (Skip to question 22)
Yes (Ask question 17)

17. Has anyone in your household watched channel 13 in the past week?

No (Skip to question 23)
Yes (Ask question 18)

18. Which program(s) were watched by members of your household?

19. Is channel 13 watched by both adults and children equally, by mostly children, or by mostly adults in your household?

    Mostly by adults
    Mostly by children
    By both equally

20. Can you estimate the number of hours channel 13 is viewed in your household on a typical or average day?

    Not at all
    Less than one hour
    More than one hour; less than two
    More than two hours; less than three
    More than four hours; less than five
    Five or more hours

    Don't know

21. Why is channel 13 viewed in your household? (Skip to question 23)

22. Is there some reason why channel 13 isn't watched in your household? (Ask question 23)

23. Would you say that channel 13 is watched mostly by people who are <u>different</u> from you and your friends or mostly by people <u>like</u> you and your friends?

    People like me (Skip to question 25)
    People different from me (Ask question 24)

24. How is the audience of channel 13 different from you and your friends?

25. Do you think channel 13 appeals to specialized groups only or does it appeal to everyone?

    Everyone (Skip to question 28)
    Specialized groups (Ask question 26)

26. Which specialized groups do you think are being appealed to by channel 13? (Ask question 27)

27. Which group or groups are <u>not</u> being appealed to by channel 13? (Ask question 28)

28. Why do you think more people do not watch channel 13?

29. Channel 13 is a non-commercial public television station. Should a public television station be different from commercial TV stations?

    No (Skip to question 32)
    Yes (Ask question 30)

30. In what way(s) should a public station be different?

31. Is WNET (FILL IN RESPONSE TO PREVIOUS QUESTION)?

    No
    Yes

32. Are there any specific needs or problems in the New York City area that are not being covered by channel 13 that you feel should be?

    No (Skip to question 34)
    Yes (Ask question 33)

33. What are they? (Ask question 34)

34. In your opinion, which types of programs are done best by WNET? Music and drama programs, public affairs programs, children's programs?

    Children's
    Public affairs
    Music/drama
    Children's and public affairs
    Children's and music/drama
    Public affairs and music/drama
    All three types
    Other types
    None of the above

    Don't know

35. In your opinion, which types of programs are done most poorly by WNET? Music and drama programs, public affairs programs, children's programs?

Children's
Public affairs
Music/drama
Children's and public affairs
Children's and music/drama
Public affairs and music/drama
All three types
Other types
None of the above

Don't know

Now for statistical purposes only, we'd like to ask a few questions about your family:

36. How many persons live in your household?

37. Are there pre-school age children in the home?

No
Yes

38. Are there any children in elementary school?

No
Yes

39. Are there any teenagers?

No
Yes

40. How far did the head of the house go in school?

Elementary school
Didn't finish high school
Finished high school
Some college
BA degree or equivalent
Graduate work
Non-classifiable, e.g., European schooling

Refuse to answer

41. Is the head of the house employed?

Yes, employed
Retired
Student
Unemployed

42. What is the occupation of the head of the house?

43. How old is the head of the house?
(RECORD THE ACTUAL AGE)

That completes our questionnaire. Thank you very much for your help in our survey. Your answers will be very valuable to channel 13.

Sex of respondent:

Male
Female